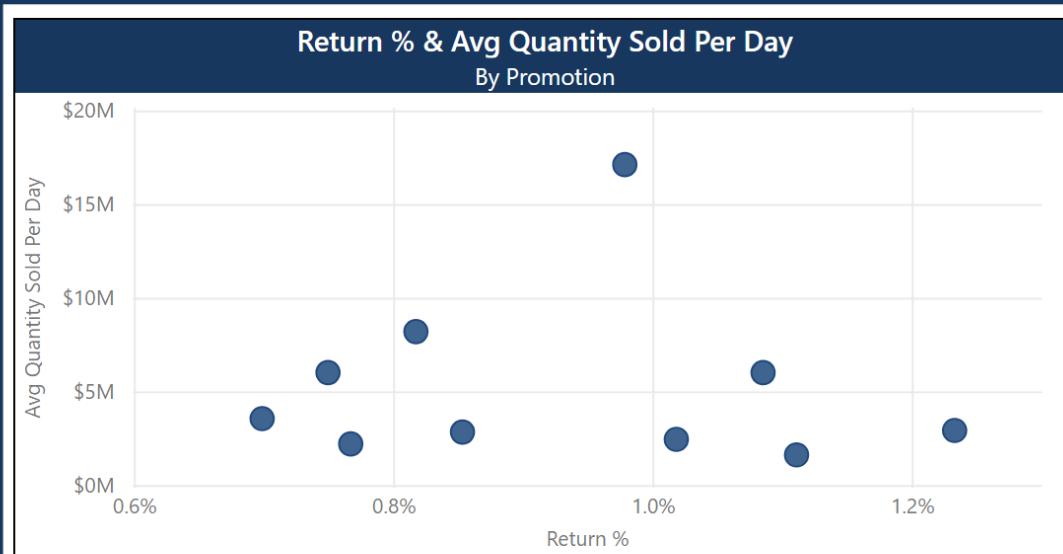




Sales Quantity	Return Quantity	Net Quantity	Sales Amount	Return Amount	Cost of Goods	Net Profits
53M	494K	53M	\$12bn	\$157M	\$467M	\$12bn



Promotion	Continent	Year	Sales Quantity	Return Quantity	Net Quantity	Avg Quantity Sold Per Day	Return %	Sales Amount	Return Amount	Cost of Goods Sold	Net Profits
Back-to-School	Europe	2007	553,549	8,369	545,180	\$545,180	1.51%	\$157,160,231	\$2,494,808	\$82,655,340	\$149,968,667
Back-to-School	North America	2007	2,645,027	28,105	2,616,922	\$2,616,922	1.06%	\$722,408,015	\$8,271,348	\$385,791,217	\$696,660,254
Holiday	Asia	2007	1,073,385	10,367	1,063,018	\$1,063,018	0.97%	\$285,732,969	\$3,116,095	\$152,750,245	\$276,791,596
Holiday	Europe	2007	1,262,022	19,849	1,242,173	\$1,242,173	1.57%	\$318,551,845	\$5,748,696	\$160,444,554	\$301,924,177
Holiday	North America	2007	2,053,962	19,305	2,034,657	\$2,034,657	0.94%	\$572,932,621	\$5,799,507	\$306,882,946	\$555,104,965
Spring	Asia	2007	511,986	7,896	504,090	\$504,090	1.54%	\$133,670,509	\$2,230,588	\$67,112,764	\$127,226,206
Spring	Europe	2007	1,058,198	11,888	1,046,310	\$1,046,310	1.12%	\$273,148,256	\$3,156,141	\$144,782,235	\$263,365,420
Spring	North America	2007	2,017,732	28,360	1,989,372	\$1,989,372	1.41%	\$505,397,422	\$7,380,910	\$263,630,012	\$482,151,256
Summer	Asia	2007	492,210	5,457	486,753	\$486,753	1.11%	\$133,238,839	\$1,571,133	\$70,250,198	\$128,664,653
Back-to-School	Europe	2008	499,665	5,501	494,164	\$494,164	1.10%	\$123,906,326	\$1,759,012	\$65,314,650	\$118,865,653
Back-to-School	North America	2008	2,696,259	22,140	2,674,119	\$2,674,119	0.82%	\$668,218,304	\$7,334,804	\$357,790,978	\$646,403,940
Holiday	Asia	2008	1,313,752	8,475	1,305,277	\$1,305,277	0.65%	\$277,662,159	\$2,852,335	\$147,491,701	\$269,334,305



Sales Quantity	Return Quantity	Net Quantity	Sales Amount	Return Amount	Cost of Goods	Net Profits
53M	494K	53M	\$12bn	\$157M	\$467M	\$12bn

Year

▼

Workday

▼

Continent

▼

Country

▼

State/Province

▼

Category

▼

Sub Category

▼

Product Category	Sales Quantity	Return Quantity	Net Quantity	Avg Quantity Sold Per Day	Return %	Sales Amount	Return Amount	Unit Cost	Net Profits
Audio	1,353,298	16,009	1,337,289	\$1,337,289	1.18%	\$151,614,364	\$1,838,723	\$5,336,970	\$146,277,394
Cameras and camcorders	6,551,189	77,409	6,473,780	\$6,473,780	1.18%	\$2,562,023,774	\$31,041,587	\$85,730,896	\$2,476,292,878
Cell phones	13,459,636	56,013	13,403,623	\$13,403,623	0.42%	\$892,233,264	\$9,380,175	\$28,913,610	\$863,319,654
Computers	10,563,676	116,954	10,446,722	\$10,446,722	1.11%	\$3,209,427,141	\$36,129,853	\$106,569,634	\$3,102,857,507
Games and Toys	6,040,572	35,253	6,005,319	\$6,005,319	0.58%	\$149,696,457	\$1,473,769	\$3,739,911	\$145,956,546
Home Appliances	10,379,472	132,026	10,247,446	\$10,247,446	1.27%	\$3,922,736,787	\$58,222,454	\$178,541,609	\$3,744,195,179
Music, Movies and Audio Books	1,523,415	18,476	1,504,939	\$1,504,939	1.21%	\$165,804,706	\$2,035,224	\$5,593,139	\$160,211,567
TV and Video	3,449,196	41,447	3,407,749	\$3,407,749	1.20%	\$1,360,121,115	\$16,717,590	\$52,249,286	\$1,307,871,829
Total	53,320,454	493,587	52,826,867	\$52,826,867	0.93%	\$12,413,657,609	\$156,839,376	\$466,675,054	\$11,946,982,555



Promotion Analysis

53.32M

Sales Quantity

494K

Return Quantity

53M

Net Quantity

\$12.41bn

Sales Amount

\$156.84M

Return Amount

\$5.36bn

Total Cost

\$6.89bn

Net Profits

Year & Workday

✓ 2007

✓ 2008

✓ 2009

Continent & Region / Country

✓ Asia

✓ Europe

✓ North America

Product Category & Sub Category

✓ Audio

✓ Cameras and camcorders

✓ Cell phones

✓ Computers

✓ Games and Toys

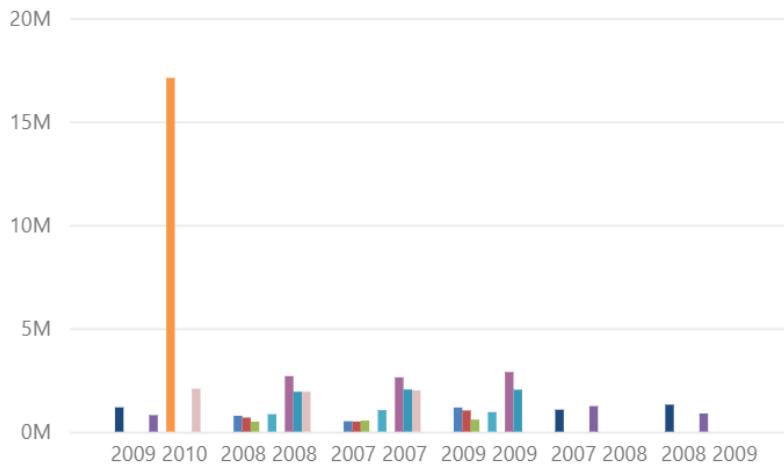
✓ Home Appliances

✓ Music, Movies and Audio Books

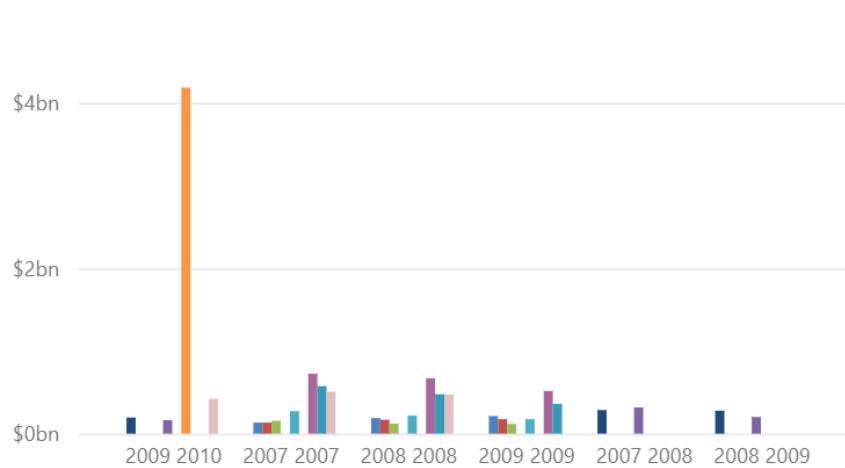
✓ TV and Video

Net Quantity by Start Year, End Year and Promotion Name

- Promotion Name
- Asian Holiday
- Asian Spring
- Asian Summer
- European Back-to-School
- European Holiday
- European Spring
- No Discount
- North America Back-to-School
- North America Holiday
- North America Spring



Avg Sales Qty Per Day by Start Year, End Year and Promotion Name



Avg Sales Qty Per Day and Returns Percentage Of Quantity Sold by Promotion Name

- Avg Sales Qty Per Day
- Returns Percentage Of Quantity Sold



Promotion Name

Promotion Name	Start Year	Sum of Sales Quantity	Retu
Asian Holiday	6024	3568100	
Asian Spring	6024	2465604	
Asian Summer	6024	2208579	
European Back-to-School	6024	1625266	
European Holiday	6024	2951418	
European Spring	6024	2854633	
No Discount	2009	17272753	
North America Back-to-School	6024	8258435	
North America Holiday	6024	6048564	
North America Spring	6024	6067102	
Total	56225	53320454	



Product Details

53.32M

494K

53M

\$12.41bn

\$156.84M

\$5.36bn

\$6.89bn

Sales Quantity

Return Quantity

Net Quantity

Sales Amount

Return Amount

Total Cost

Net Profits

Year & Workday

- ✓ 2007
- ✓ 2008
- ✓ 2009

Continent & Region / Country

- ✓ Asia
- ✓ Europe
- ✓ North America

Product Category & Sub Category

- ✓ Audio
- ✓ Cameras and camcorders
- ✓ Cell phones
- ✓ Computers
- ✓ Games and Toys
- ✓ Home Appliances
- ✓ Music, Movies and Audio Books
- ✓ TV and Video

Product Sub Category	Avg Sales Quantity	Avg Return Quantity	Avg Net Quantity	Avg Qty Per Day	Return Qty Ratio	Avg Sales Amount	Avg Return Amount	Avg Unit Cost	Net Profits
Air Conditioners	11.74	0.14	11.60	994993	1.21%	\$3,823.51	\$46.55	\$147.70	\$175,280,05
Bluetooth Headphones	12.23	0.14	12.09	562281	1.17%	\$900.87	\$11.01	\$32.54	\$23,223,25
Boxed Games	57.45	0.14	57.31	3711327	0.25%	\$500.98	\$1.27	\$3.77	\$18,363,41
Camcorders	12.15	0.14	12.00	1834406	1.19%	\$8,736.15	\$106.34	\$293.84	\$782,601,82
Cameras & Camcorders Accessories	12.52	0.14	12.38	1021325	1.15%	\$625.77	\$7.49	\$24.69	\$26,329,46
Car Video	11.79	0.14	11.64	834720	1.22%	\$4,279.50	\$53.48	\$172.65	\$158,010,41
Cell phones Accessories	249.20	0.14	249.06	9172303	0.06%	\$3,258.86	\$1.94	\$6.39	\$62,959,12
Coffee Machines	11.49	0.14	11.35	1188441	1.24%	\$3,988.14	\$51.36	\$156.03	\$226,175,55
Computers Accessories	12.17	0.14	12.03	3016686	1.17%	\$442.66	\$5.40	\$17.58	\$56,861,67
Desktops	22.75	0.14	22.60	1375387	0.63%	\$8,352.32	\$54.60	\$180.00	\$257,789,62
Digital Cameras	12.03	0.14	11.88	1789947	1.19%	\$2,423.78	\$29.27	\$86.42	\$205,970,11
Digital SLR Cameras	12.14	0.14	12.00	1828102	1.18%	\$5,315.52	\$64.05	\$169.07	\$491,012,21
Download Games	16.42	0.18	16.24	2293992	1.12%	\$830.04	\$9.85	\$24.75	\$60,622,33
Fans	12.81	0.14	12.66	1114940	1.13%	\$681.47	\$8.21	\$27.28	\$30,458,27
Home & Office Phones	12.03	0.14	11.89	1639420	1.18%	\$350.40	\$4.20	\$12.82	\$26,649,50
Home Theater System	12.01	0.14	11.87	1513812	1.20%	\$5,560.25	\$67.46	\$212.83	\$375,617,81
Lamps	11.62	0.15	11.48	2608155	1.26%	\$2,285.10	\$28.87	\$84.40	\$289,242,88
Laptops	12.72	0.14	12.58	1519951	1.12%	\$7,720.25	\$91.24	\$279.17	\$509,212,60
Microwaves	11.71	0.14	11.56	1735099	1.23%	\$2,136.91	\$27.33	\$81.29	\$175,751,56
Monitors	11.63	0.14	11.49	1117499	1.22%	\$2,755.60	\$34.25	\$94.77	\$157,961,01
Movie DVD	11.76	0.14	11.62	1504939	1.21%	\$1,279.68	\$15.71	\$43.17	\$98,835,60
MP4&MP3	11.99	0.15	11.84	535853	1.21%	\$1,440.49	\$17.73	\$48.28	\$38,139,02
Printers, Scanners & Fax	12.04	0.14	11.89	1781460	1.18%	\$1,881.20	\$22.54	\$66.70	\$159,326,42
Projectors & Screens	11.84	0.14	11.70	1635739	1.21%	\$7,917.56	\$98.09	\$273.55	\$647,878,71
Recording Pen	12.64	0.14	12.50	239155	1.15%	\$2,325.82	\$27.39	\$85.60	\$23,537,82
Refrigerators	11.91	0.14	11.76	1414987	1.21%	\$6,687.37	\$83.33	\$243.85	\$453,989,64
Smart phones & PDAs	11.90	0.14	11.76	1521371	1.18%	\$3,271.74	\$39.32	\$120.35	\$234,916,13
Televisions	11.76	0.14	11.62	684991	1.19%	\$5,212.47	\$65.10	\$192.05	\$172,899,47
Touch Screen Phones	11.92	0.14	11.78	1070529	1.19%	\$3,305.54	\$40.05	\$124.70	\$162,751,13
VCD & DVD	12.26	0.14	12.11	371226	1.18%	\$1,101.10	\$11.28	\$45.13	\$19,190,75